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May 1963

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CURRENT SERIES RECORDS

## CONSUMER PURCHASES OF

# CITRUS

- **Fruit**

- **Juices**

- **Drinks**

**AND OTHER PRODUCTS**

CPFJ-142

U. S. DEPARTMENT OF AGRICULTURE  
Economic Research Service in Cooperation  
with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, citrus salads and sections, canned fruit drinks and fresh oranges and grapefruit. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of American consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

July 1963



CONSUMER PURCHASES OF CITRUS FRUIT, JUICES  
DRINKS, AND OTHER PRODUCTS  
MAY 1963

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28-days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

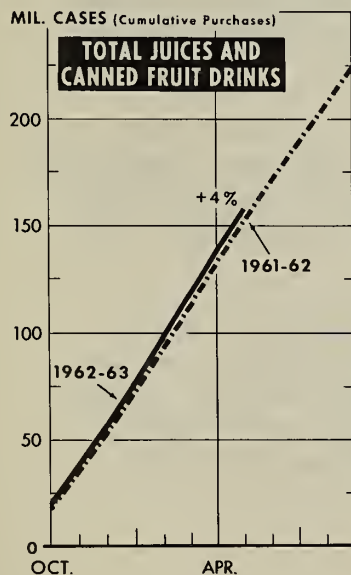
Household purchases of frozen concentrated juices, canned single-strength juices, chilled orange juice, and canned fruit drinks totaled 18.8 million cases (single-strength equivalent) in May 1963, a decrease of 5 percent or 940,000 cases from May 1962.

May retail prices were up 19 percent from a year earlier to 5.1 cents per 6-ounce serving. Hence, despite the decline in purchases, consumer expenditures increased 12 percent or \$7.1 million.

Retail movement was heavy in most months of the reporting year beginning October 1962, and accumulated purchases through May were 4 percent, 6.2 million cases, above the corresponding 8 months of 1961-62. Cumulative expenditures were up 6 percent.

Declines in purchases of citrus juices and increases in use of noncitrus juices and canned fruit drinks continued in May. These shifts began in December when freezes severely curtailed citrus crops in Florida, where most of the orange and grapefruit products are produced. Tree damage also was extensive, and reduced supplies of these fruits may be expected for several more years.

May purchases of frozen concentrated orange juice were off 45 percent from a year earlier. Although retail prices rose to a 13-year high of 27.5 cents per can, consumer expenditures in May and cumulated expenditures, October-May, were below corresponding periods of 1961-62.



Purchases of chilled and canned orange juices were down about 16 percent and canned grapefruit juice 12 percent. Prices were higher, however, and expenditures for each of the three products exceeded year-earlier levels.

Other juices and fruit drinks, in contrast, gained greater consumer acceptance. Use of pineapple juice was up 37 percent from May 1962; prune juice, 9 percent; tomato juice, 17 percent; orange drink, 42 percent; and pineapple-grapefruit drink, 52 percent. Although some advances were scored over a year earlier, prices of these five products remained below 1957-61 averages. Nevertheless, because of greater volume, expenditures were up 2 to 52 percent.

Purchases of miscellaneous products were up -- canned juices, 6 percent; canned fruit drinks, 14 percent; and miscellaneous frozen concentrates, 65 percent, the greatest relative gain reported. Expenditures for these product groups increased 13 percent to 75 percent.

Frozen concentrated, chilled, and canned orange juice, together with canned grapefruit juice, accounted for only 32 percent of juices and fruit drinks bought for household use in May compared with 56 percent in December and 48 percent a year earlier. Purchases of frozen concentrated juices other than orange accounted for 8 percent of the total, compared with 5 percent in May 1962; fruit drinks for 27 percent, up from 20 percent; and noncitrus canned juices for 33 percent, up from 27 percent.

Purchases of fresh grapefruit were off 12 percent and fresh oranges 44 percent from May 1960, the last comparable month reported. Prices of both fruits were up, and more was spent for grapefruit. Expenditures for oranges, however, were down 18 percent.

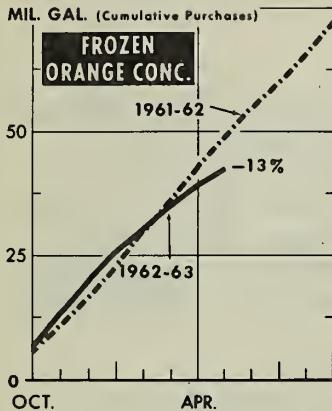
Prices of canned grapefruit sections advanced to a new high. In addition, purchases were up moderately and consumer expenditures increased 23 percent. On the other hand, sales of refrigerated citrus salads and sections were the slowest reported in the 8 months data are available.

#### FROZEN CONCENTRATED AND CHILLED JUICES

##### FOC Bought by Smallest Proportion in More Than a Decade

The situation for frozen concentrated orange juice in May was short supplies, high prices, and declining sales and revenue. As a result of the December freeze, production of the product was down 55 percent from 1961-62 and 10 percent from 1957-58, when citrus crops also were





damaged by freezing weather. Processors inventories of consumer sizes (6 and 12 ounce) at the end of May were down substantially from the heavy supplies of a year earlier to the low level of May 1958.

May purchases were off 45 percent -- 2.7 million gallons -- from a year earlier, 31 percent from the 1957-61 average for the month and 13 percent from May 1958. Except for a few months in late 1958, sales were the lowest since early 1952. <sup>1/</sup> (See tables 1A and 2I and figures 1 and 11-14.)

The slow May movement was a continuation of the downtrend begun after the freeze. And despite record purchases prior to that time, cumulative movement in the reporting year beginning October 1962 was 13 percent or 6.4 million gallons below the corresponding 8 months of 1961-62. (See figure in margin.)

Only 22 percent of the Nation's families served frozen orange concentrate in May, the smallest proportion reported since December 1951. About 30 percent of families used it in May 1962.

Purchases averaged 6 cans per buying family, down from 8 cans in the preceding May. Except for June and August 1958, the size of purchase also was the smallest since 1951.

May retail prices averaged 27.5 cents per 6-ounce can, up 68 percent from the glutted market of a year earlier and 22 percent from May 1958. A 6-ounce serving cost 6.9 cents, the highest since 1950 and double the cost of pineapple juice or pineapple-grapefruit drink. (See tables 18-20.)

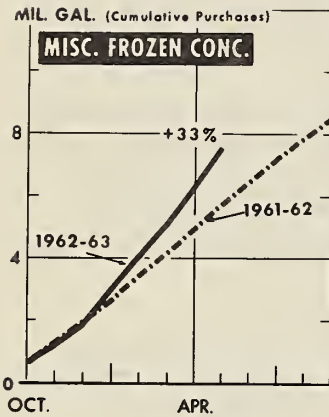
The average buying family spent \$1.66 for frozen orange concentrate in May compared with \$1.33 a year earlier and \$1.56 in May 1958. Nevertheless, as fewer families bought, total expenditures were off 7 percent from May 1962. Cumulative expenditures, October-May, were 6 percent below corresponding months of 1961-62.

Frozen orange concentrate accounted for only 21 percent of all juices and canned fruit drinks bought for household use compared with 37 percent a year earlier. On the other

<sup>1/</sup> Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 2I.

hand, the share of market for miscellaneous frozen concentrates was up 3 points, canned single-strength juices gained 6 points, and canned fruit drinks 7 points.

### Use of Miscellaneous Frozen Concentrates Up 65 Percent



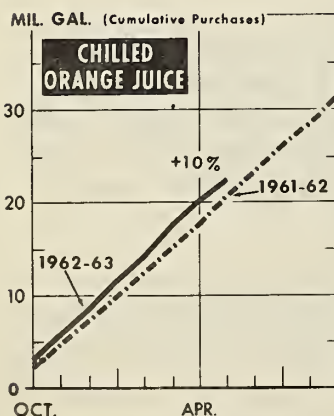
Household use of miscellaneous frozen concentrates, such as grape, grapefruit, pineapple, and citrus and other blends, increased 65 percent -- 0.5 million gallons -- over May 1962. This gain was small compared with the drop in use of frozen orange concentrate. Hence, total purchases of frozen concentrated juice were off 33 percent -- 2.3 million gallons -- from a year earlier. (See table 21.)

This miscellaneous group of products accounted for 26 percent of all frozen concentrated juices bought for home use in May compared with 11 percent in the same month of the preceding year.

Retail prices averaged 19.4 cents per 6-ounce can, up 1.1 cents from a year earlier and the highest reported since that time. Consumer expenditures were up 75 percent to \$5 million.

Cumulative purchases for the reporting year through May were up 33 percent, 1.9 million gallons, from the corresponding period of 1961-62. The relative gain in cumulative expenditures was about the same.

### Sales of Chilled Orange Juice Down, Expenditures Up



May purchases of chilled orange juice were down 16 percent -- 447,000 gallons -- from the same month of 1962. This was the first time in 3 years that retail movement failed to advance over a year earlier. Purchases also were down from April in contrast to the usual seasonal gain. (See figures 2 and 11-14.)

Only 5.5 percent of families bought compared with 6.3 percent in the preceding May. Furthermore, the size of purchase was down to 3.1 quarts per buying family, almost the smallest recorded in this series begun in 1956.

Retail prices advanced 28 percent over a year earlier to a new high of 44.9 cents per quart. As this advance was greater than the decline in purchases, the amount spent by the average buying family was up 22 percent to \$1.41, and total May expenditures were up 8 percent. (See tables 18-20.)

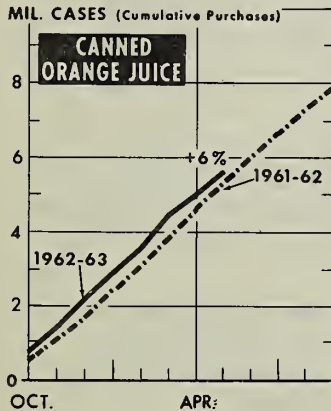
The market was strong in the first half of 1962-63 and cumulative movement through May was 10 percent, 2 million



gallons, above the same period of 1961-62. (See figure in margin.) Cumulative expenditures were up 13 percent.

## CANNED SINGLE-STRENGTH JUICES

### Families Buy Less, Spend More for Canned Orange Juice



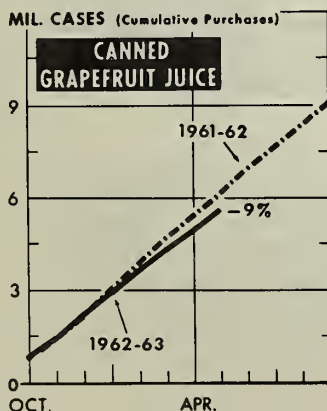
Retail movement of canned orange juice slowed in May as prices rose to a new high for this series begun in 1949. Florida production of the product was down 19 percent and processor's inventories 14 percent from the same month in 1962.

Only 5.3 percent of the Nation's families bought in May, almost the smallest proportion recorded. Moreover, the average purchase of 2 cans per buying family was 7 percent smaller than a year earlier. As a result, total purchases were down 17 percent -- 123,000 cases -- from the preceding May and 27 percent from the 1957-61 average for the month. (See figures 3 and 11-14.)

May prices averaged 46.4 cents per 46-ounce can, 26 percent above a year earlier and well above the cost of most noncitrus products. Despite the decline in purchases, buying family expenditures were up 17 percent to 91 cents. However, as fewer families bought, total consumer expenditures were up only 5 percent.

Accumulated purchases, October-May, were 6 percent -- 327,000 cases -- above the corresponding 8 months of 1961-62. Cumulative expenditures were up 5 percent.

### Expenditures for Grapefruit Juice Also Up

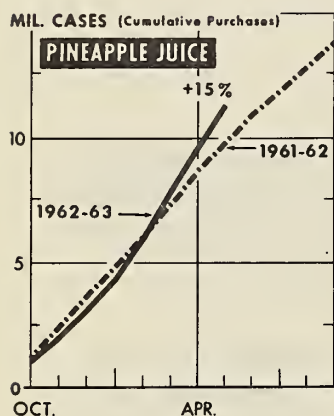


Production of canned grapefruit juice was down from a year earlier and retail prices climbed from below to above average. May retail movement was off 12 percent (87,000 cases) from the same month of 1962 -- the result of a smaller purchase per buying family. About 5 percent of families bought compared with 4.8 percent in May 1962. (See figures 4 and 11-14.)

Prices paid averaged 36.5 cents per 46-ounce can, up 34 percent from a year earlier and the highest since early 1950. Despite the decline in purchases, buying family expenditures (78 cents) were up 11 percent and total consumer expenditures (\$2.1 million) 17 percent.

Except for November, purchases have been slow in 1962-63. Cumulative October-May movement was down 9 percent, 561,000 cases, from the same months of 1961-62. Expenditures, however, totaled about the same.

## Pineapple Juice Expenditures Up 41 Percent



More buyers, a larger size of purchase, and below-average prices characterized the household market for pineapple juice in May. (See figures 5 and 11-14.)

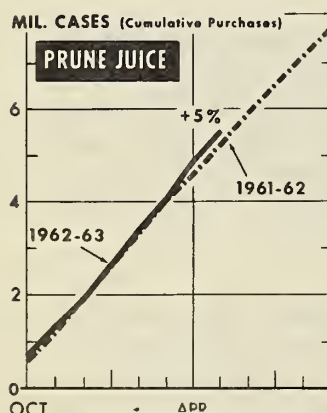
The volume of purchases was up 37 percent (455,000 cases) from a year earlier and 50 percent from the 1957-61 May average. This was the third successive month that purchases were above the previous high (November 1951) and accumulated retail sales, October-May, were 15 percent (1.4 million cases) above the same 8 months of 1961-62. (See figure in margin.)

Consumption averaged 2.5 cans among the 11.5 percent of families buying. The size of purchase was among the largest reported in this 14-year series, and the proportion of buyers was well above levels of the past 4 years.

Prices averaged 28.1 cents per 46-ounce can, down moderately from both the preceding month and the May average. A 6-ounce serving cost 3.7 cents -- only tomato juice and pineapple-grapefruit drink were less expensive.

Families allocated 70 cents for the purchase of pineapple juice, 17 percent more than a year earlier. And as more families bought, May consumer expenditures were up 41 percent. Cumulative expenditures, October-May, were up 17 percent or \$4.5 million.

## Prune Juice Prices Off, Purchases Peak



Household use of prune juice rose 9 percent -- 57,000 cases -- over a year earlier and 15 percent over the 1957-61 May average to a new high for the month. (See figures 6 and 11-14.)

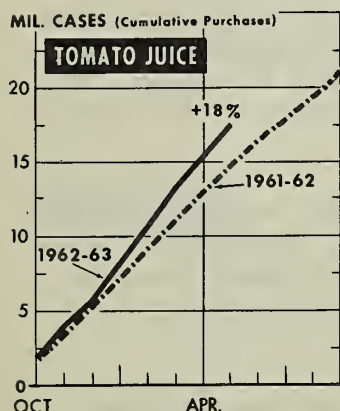
About 7.4 percent of the Nation's families bought, up 0.7 percentage point from the preceding May and the largest proportion for the month in several years. The average purchase of 2.3 quarts per buying family, however, was a little on the small side.

May retail prices were off 7 percent to 41.2 cents per quart, the lowest reported since December 1958. Buying family expenditures, consequently, were down 10 percent to 95 cents. But, as more families bought, total consumer expenditures were slightly greater than those a year earlier. (See tables 18-20.)



October-May cumulative expenditures were about the same as in the corresponding months of 1961-62. Cumulative purchases, however, were up 5 percent or 288,000 cases.

### Use of Tomato Juice Also at New May Peak



The usual April-May drop in household use of tomato juice did not occur in 1963, and May purchases were up 17 percent -- 307,000 cases -- from a year earlier to a new high for the month. (See figures 7 and 11-14.)

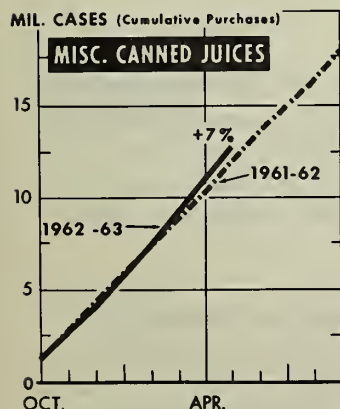
The product accounted for 11.4 percent of household purchases of juices and drinks compared with 9.3 percent in the preceding May. This was a continuation of record-high movement since the freeze last winter and October-May purchases were 18 percent -- 2.7 million cases -- above the same months of 1961-62. (See figure in margin.)

Consumption averaged 2.1 cans among the 17 percent of families that bought. The size of purchase and number of buyers since the freeze have been well above levels that prevailed prior to that time.

Retail prices averaged 26 cents per 46-ounce can, down 6 percent from both a year earlier and the 1957-61 May average. At 3.4 cents per 6-ounce serving -- half the cost of frozen orange concentrate -- tomato juice continued to be the least expensive product reported.

The average buyer spent 56 cents for tomato juice in May, about the same as a year earlier. However, as more families bought, total consumer expenditures were up 9 percent.

### Miscellaneous Canned Juice Sales Up Moderately



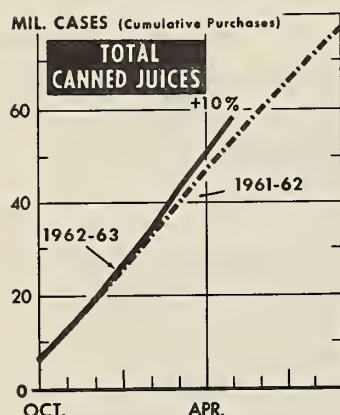
About 6 percent more miscellaneous canned juices, such as apple, grape, tangerine, and citrus and other blends were bought for household use than in May a year earlier. Cumulative purchases for the reporting year beginning in October were up 7 percent or 875,000 cases from the same period of 1961-62. (See table 11 and figures 11-14.)

Nearly 20 percent of the Nation's families bought one or more of these juices, up from 18.8 percent in May 1962. The size of purchase (1.5 cans), however, was about the same as in most months of the 2 preceding years.

At 37.7 cents per 46-ounce can, up 9 percent from a year earlier, miscellaneous juices were among the more expensive products. Buying family expenditures (55 cents) were up 8 percent and total expenditures 15 percent.



## Canned Juices Gain in Share of Market



Total retail purchases of canned single-strength juices were up 10 percent -- 700,000 cases -- from a year earlier, despite declines in use of grapefruit and orange juices.

These products accounted for 40 percent of all juices and fruit drinks bought for home consumption in May, an increase of 6 percentage points in share of market over the same month of 1962. In comparison, the market share for canned fruit drinks was up 7 points, while the share for frozen orange concentrate was down 16 points. (See tables 13 and 21 and figures 11-14.)

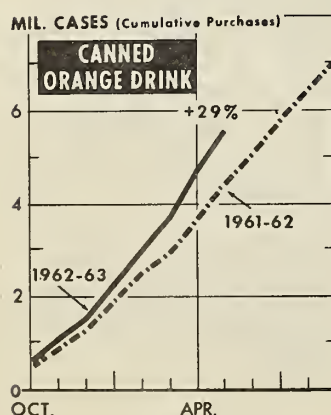
The heavy May movement was a continuation of the strong market that developed after the freeze. Cumulative purchases for the reporting year beginning October were up 10 percent or 5.1 million cases from the same months of 1961-62. (See figure in margin.)

Nearly 45 percent of the Nation's families used canned juices in May compared with 42.6 percent a year earlier. Buying family consumption increased moderately to 2.8 cans.

Retail prices were up slightly to 4.5 cents per 6-ounce serving. Thus, the average buyer spent 98 cents for canned juices in May, 7 percent more than a year earlier. In total, \$24.3 million was spent, 14 percent more than a year earlier and 22 percent more than for frozen orange concentrate. In May 1962, however, expenditures were evenly divided between canned juices and frozen orange concentrate. (See tables 18-20.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

### Use of Canned Orange Drink Near Record Level

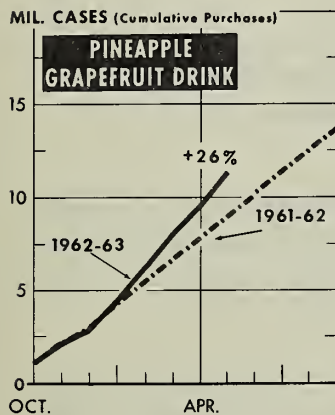


May retail purchases of canned orange drink exceeded the year-earlier volume by 42 percent (273,000 cases) and were within 5 percent of the record movement reported for April. This represented nearly 5 percent of the household market for juices and drinks compared with 3.3 percent a year earlier.

The increase in use was a result of a greater number of buyers -- 6.4 percent of the Nation's families compared with only 4.6 percent in the preceding May. The average purchase of 2.4 cans per buying family, although about the same as a year earlier, was below levels of more recent months.

Retail prices were down 3 percent to 30.3 cents per 46-ounce can. Buying family expenditures, consequently, declined moderately to 74 cents. Nevertheless, as more families bought, total expenditures were 37 percent (\$0.7 million) greater than a year earlier. Cumulative expenditures, October-May, were up 24 percent compared with a gain of 29 percent (1.3 million cases) in volume of purchases.

### Pineapple-Grapefruit Drink Sales and Expenditures Up 52 Percent



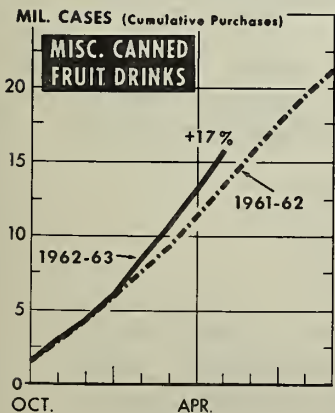
Household consumers bought 52 percent -- 581,000 cases -- more pineapple-grapefruit drink in May than in the same month a year earlier. The share of market increased more than 3 percentage points to a new high of 9.1 percent. (See figures 9 and 11-14.)

Both the number of buyers and the average size of purchase were above levels prior to the freeze. About 10.5 percent of families bought compared with only 7.4 percent in the preceding May, and the size of purchase was up moderately to 2.8 cans.

Retail prices, at 27.6 cents per 46-ounce can, remained a little below the 1958-61 average. Family expenditures of 77 cents were 8 percent greater than a year earlier, and total consumer expenditures, as a result of more buyers, were up 52 percent. (See tables 18-20.)

The amount spent for pineapple-grapefruit drink in October-May was 24 percent above the corresponding 8 months of 1961-62; the volume of purchases was up 26 percent or 2.3 million cases. All of these gains were made after the freeze. (See figure in margin.)

### New Highs for Miscellaneous Fruit Drinks



Purchases of miscellaneous fruit drinks (noncarbonated nonfrozen ades, punches, and drinks other than orange and pineapple-grapefruit) were up slightly from April, the previous record month, and 14 percent from a year earlier. (See table 12 and figures 11-14.)

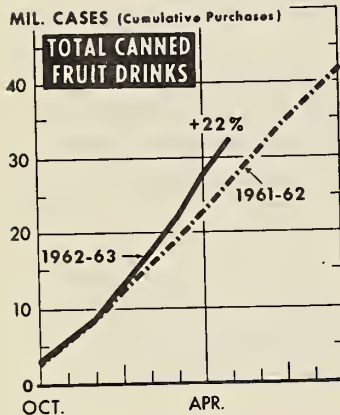
Movement has been heavy throughout the reporting year, beginning in October, and cumulative purchases through May were 17 percent or 2.3 million cases above the corresponding period of 1961-62.

About 16.6 percent of the Nation's families served these products during the month compared with 14.9 percent in the preceding May. Family consumption averaged 2.6 cans, the highest recorded in this 4-year series.



Retail prices were down slightly to 33.5 cents per 46-ounce can. Nevertheless, consumers spent a record \$8 million for miscellaneous fruit drinks in May, an increase of 13 percent over a year earlier.

#### Fruit Drinks Account for 22 Percent of Consumer Budget



In May, for the second month in succession, canned fruit drinks were bought by more families and in greater quantity than frozen orange concentrate. This was the reverse of the pattern in March and prior months. (See tables 14 and 21 and figures 11-14.)

Purchases of fruit drinks totaled 5.2 million cases in May, up slightly from April, the previous record month, 29 percent from a year earlier, and 44 percent from 2 years earlier.

Use of these products has been particularly heavy in recent months. Cumulative purchases, October-May, were 22 percent or 5.9 million cases above the corresponding period of 1961-1962. (See figure in margin.)

Cumulative purchases of canned juices, in comparison, were up 10 percent or 5.1 million cases, while use of all frozen concentrated juices was off 8 percent or 5.3 million equivalent single-strength cases.

About 26.5 percent of the Nation's families used fruit drinks in May, the largest proportion reported in the 2 years these data are available. Buying family consumption, also a new high, averaged 3.3 cans or 25.5 6-ounce servings compared with 24.2 servings of frozen orange concentrate.

Prices paid for fruit drinks were down slightly to 31 cents per 46-ounce can or 4 cents per 6-ounce serving. But, because of heavier purchases, buying family expenditures were up moderately to \$1.03, and total May expenditures were up 26 percent to \$15 million. (See tables 18-20.)

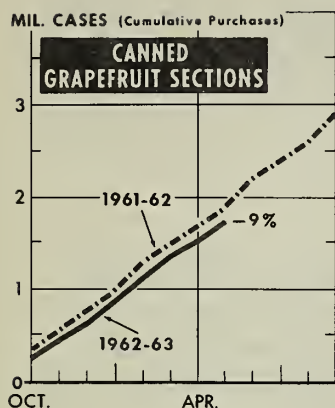
That amount represented 22 percent of the total consumer budget for juices and fruit drinks in May compared with 19 percent a year earlier and 17 percent 2 years earlier.

#### CANNED AND REFRIGERATED CITRUS SALADS AND SECTIONS

##### Sales of Canned Grapefruit Sections Up Moderately from May 1962

Household use of canned grapefruit sections in May was up 4 percent from a year earlier. However, purchases were slow in most months of the reporting year, beginning in October, and cumulative movement through May was down 9





percent -- 177,000 cases -- from the same period of 1961-62. (See figures 10-14.)

About 3.9 percent of families bought compared with 3.6 percent in the previous May. Part of that gain, however, was offset by a decline in the average size of purchase.

Retail prices continued to advance, and at 23.8 cents per No. 303 can, were the highest reported in this 7-year series. Year earlier prices averaged 20.3 cents. The rising prices reflected the smallest pack since the mid-1940's.

The average buyer spent 73 cents for grapefruit sections or 9 percent more than a year earlier. Consumer expenditures were up 23 percent to bring the cumulative total through May close to the 1961-62 level.

### Use of Refrigerated Salads and Sections Down

Total May consumption of refrigerated citrus salads and sections was down 11 percent from April and the smallest reported in the 8 months that data are available. (See table 15.)

Orange and grapefruit sections were bought by 0.8 percent of the Nation's families. Prices paid were up 3.2 cents from April to 77.3 cents per quart. Grapefruit sections were purchased by very few families.

All other citrus salads were bought by about 0.7 percent of all families. Prices of these products, at 75 cents per quart, were down slightly from the preceding month.

### FRESH ORANGES AND GRAPEFRUIT

#### Sales of Oranges Off Sharply

Fresh oranges and grapefruit are in short supply and prices are high as a result of the severe freezes last winter.

Household purchases of oranges were off 44 percent from May 1960, the last comparable month data are available for fresh citrus. The seasonal decline from April, however, was not as great as the April-May drop 3 years earlier. (See table 16.)

Only 21 percent of families bought compared with 32 percent 3 years earlier. Furthermore, the size of purchase was down to 18 oranges from 23.

Retail prices averaged 75.3 cents per dozen, up 47 percent from 3 years earlier. Nevertheless, because of the decline in sales, expenditures were off 18 percent. Cumulative expenditures for October-May were down 21 percent or \$31.7 million from the same period of 1959-60. Accumulated purchases were off about 40 percent.

#### Expenditures for Grapefruit Up from May 1960

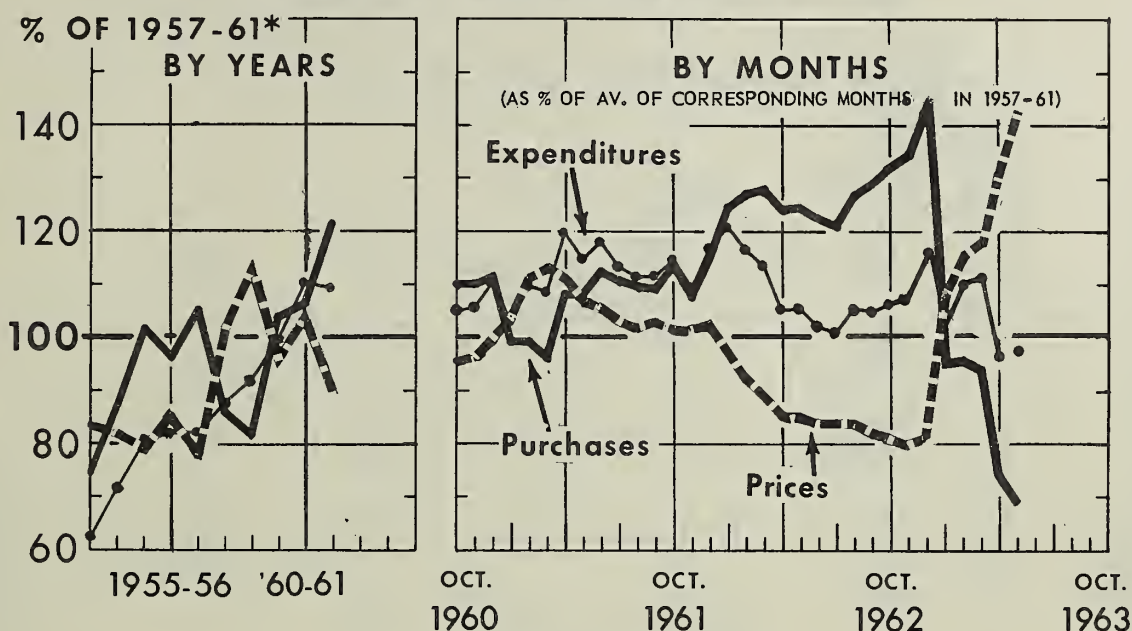
Purchases of fresh grapefruit in May were off 12 percent from the same month of 1960. Except for November and December, movement was slow throughout the season and October-May cumulative purchases were down 19 percent from the like period of 1959-60. (See table 17.)

The proportion of buyers was down 3 percentage points to 15 percent. Moreover, the average purchase, 8.6 grapefruit per buying family, also was smaller.

Retail prices averaged \$1.33 per dozen, up 24 percent from 3 years earlier. Hence, despite the decline in purchases, consumer expenditures were up 9 percent. But even so, cumulative expenditures, October-May, remained 5 percent or \$3.5 million below the same months of 1959-60.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 1741

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase by buying family, and average prices paid, October 1961 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,719	5,784	5,111	31.5	29.8	50	46	15.9	19.9	19.7
Nov.	6,669	5,342	4,970	31.3	28.2	50	45	15.9	20.2	19.9
Dec.	7,215	5,728	4,996	32.7	29.8	52	46	15.7	19.9	19.6
Oct.-Dec.	20,603	16,854	15,077							
Jan.	5,066	6,584	5,312	28.2	31.3	42	50	21.3	19.0	19.6
Feb.	4,983	6,582	5,207	28.5	31.5	41	50	22.6	18.0	19.6
Mar.	4,855	6,587	5,172	28.2	31.1	40	50	23.2	17.4	19.6
Jan.-Mar.	14,904	19,753	15,691							
Apr.	3,801	6,363	5,147	23.2	30.6	38	49	25.4	16.4	19.3
May	3,393	6,123	4,941	21.7	29.5	36	49	27.5	16.4	19.3
June		5,776	4,740		28.4		48		16.3	19.5
Apr.-June		18,262	14,828							
July		5,543	4,601		27.2		48		16.4	19.6
Aug.		5,779	4,580		28.7		47		16.5	19.8
Sep.		6,562	5,111		31.3		49		16.0	19.6
July-Sept.		17,884	14,292							
Season		72,753	59,888						17.7	19.6

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons.



Table 1A.--FROZEN ORANGE CONCENTRATE IN FREEZE YEARS  
Consumer purchases and expenditures, percentage of families buying, and average prices paid,  
1962-63 compared with 1957-58 <sup>1/</sup>

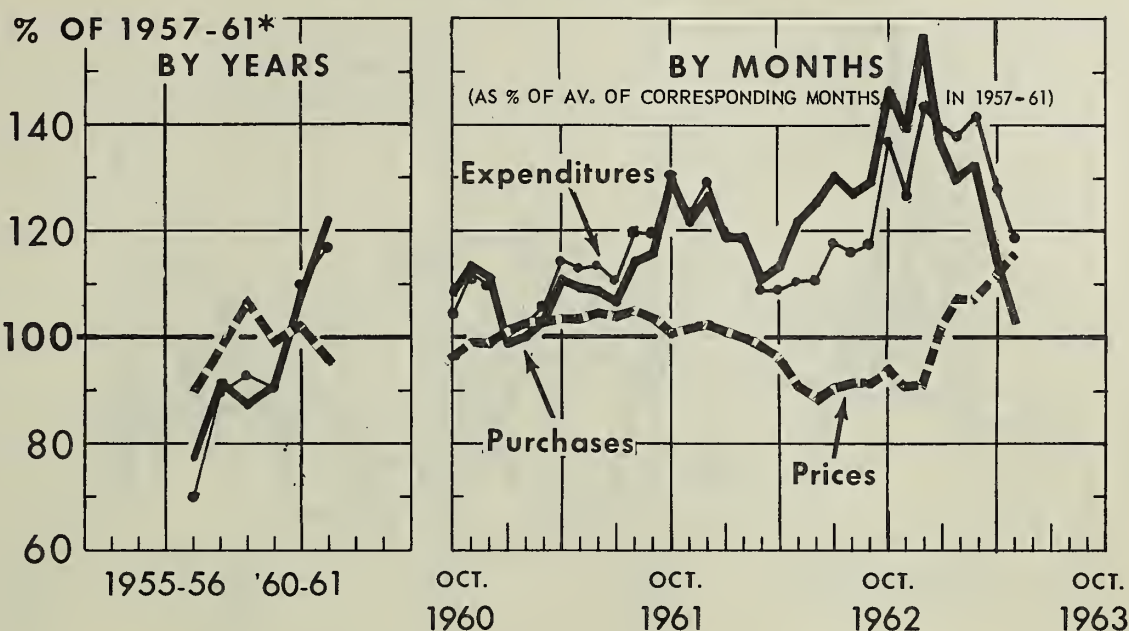
Period <sup>2/</sup>	Total purchases			Proportion of families buying			Purchases per family			Prices paid per 6-ounce can			Expenditures		
	1962-1963	1957-1958	Change from 1957-1958	1962-1963	1957-1958	Difference from 1957-1958	Oz.	Oz.	Oz.	Cents	Cents	Change from 1957-1958	Per buying family	1962-1963	1957-1958
	1,000 gal.	1,000 gal.	Pct.	Pct.	Pct.	Pct. points							Dols.	Pct.	1,000 dol.
October	6,719	5,851	+14.8	31.5	30.9	+ .6	50	49	15.9	15.2	+ 4.6	1.32	1.24	+ 6.5	22,790
November	6,669	5,770	+15.6	31.3	31.2	+ .1	50	46	15.9	15.4	+ 3.2	1.32	1.18	+11.9	22,621
December	7,215	5,288	+36.4	32.7	29.3	+3.4	52	45	15.7	15.9	- 1.3	1.35	1.19	+13.4	24,165
Oct.-Dec.	20,603	16,909	+21.8										69,576		55,866
January	5,066	4,626	+ 9.5	28.2	27.9	+ .3	42	42	21.3	18.9	+12.7	1.49	1.34	+11.2	23,020
February	4,983	4,423	+12.7	28.5	28.0	+ .5	41	41	22.6	20.3	+11.3	1.53	1.38	+10.9	24,024
March	4,855	4,360	+11.4	28.2	26.7	+1.5	40	41	23.2	21.2	+ 9.4	1.55	1.45	+ 6.9	24,029
Jan.-Mar.	14,904	13,409	+11.1										71,073		57,525
Oct.-Mar.	35,507	30,318	+17.1										140,649		113,391
April	3,801	3,992	- 4.8	23.2	25.2	-2.0	38	40	25.4	22.2	+14.4	1.61	1.47	+ 9.5	20,596
May	3,393	3,915	-13.3	21.7	24.2	-2.5	36	42	27.5	22.5	+22.2	1.66	1.56	+ 6.4	19,905
June		3,320			23.5		35			23.9			1.41		16,927
Apr.-June		11,227													54,625
Oct.-June		41,545													168,016
July		3,284			22.9		36			24.2			1.46		16,954
August		3,267			23.0		36			24.6			1.46		17,145
September		3,490			24.0		36			24.7			1.50		18,390
July-Sept.		10,041													52,489
Year		51,586								20.0					220,505

<sup>1/</sup> Citrus crops were damaged by freezing weather in December 1957, and December 1962. Tree and fruit losses were greater in 1962.

<sup>2/</sup> Data are for 4-week (28-day) periods to facilitate comparisons.

# CHILLED ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 1742

ECONOMIC RESEARCH SERVICE

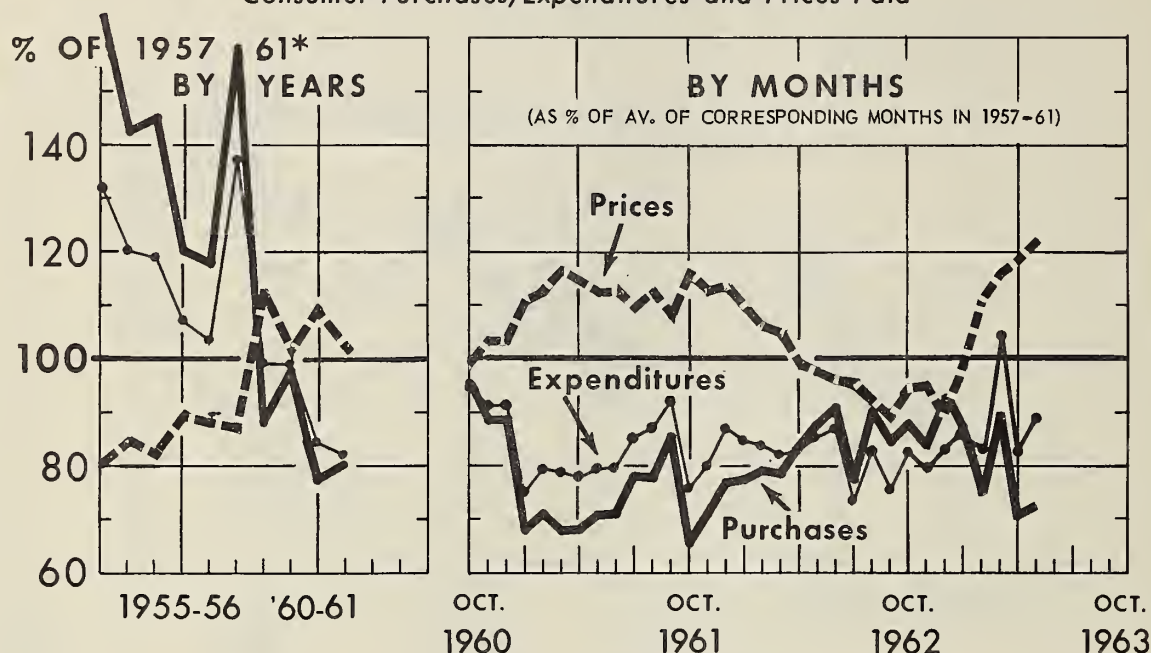
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,849	2,521	1,950	6.0	5.0	112	119	37.1	39.9	39.7
Nov.	2,811	2,448	2,017	6.2	5.1	107	114	36.4	40.8	40.2
Dec.	3,002	2,410	1,911	6.3	5.1	111	111	36.3	40.9	40.0
Oct.-Dec.	8,662	7,379	5,878							
Jan.	2,884	2,489	2,098	6.4	5.7	105	104	39.8	39.4	39.1
Feb.	2,948	2,713	2,288	6.5	6.0	105	106	41.6	38.6	38.7
Mar.	2,997	2,511	2,267	6.4	5.6	109	107	42.4	38.8	39.6
Jan.-Mar.	8,829	7,713	6,653							
Apr.	2,555	2,532	2,239	5.6	5.8	106	103	44.1	37.8	39.3
May	2,393	2,840	2,339	5.5	6.3	100	106	44.9	35.1	38.7
June		2,863	2,291		6.2		108		33.9	38.3
Apr.-June		8,235	6,869							
July		2,681	2,064		6.2		101		35.4	39.1
Aug.		2,408	1,901		5.6		100		36.2	39.6
Sep.		2,544	1,974		5.9		102		36.1	39.6
July-Sept.		7,633	5,939							
Season		30,960	25,339						37.7	39.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 1743

ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

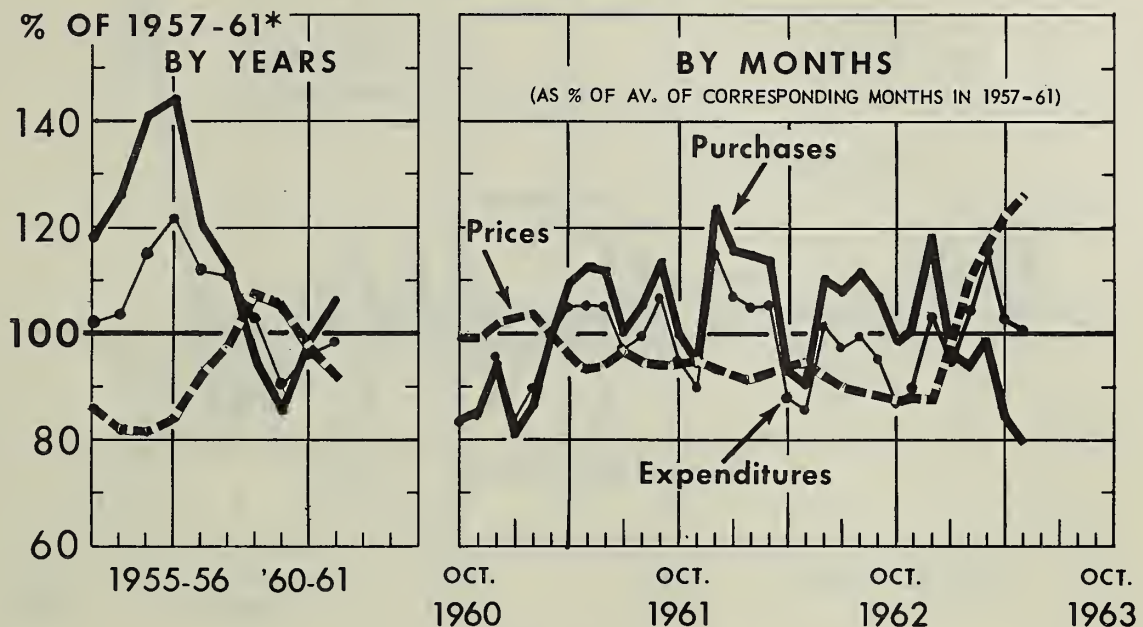
Period <u>1/</u>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	749	559	852	6.3	5.1	94	88	35.5	43.6	37.8
Nov.	677	574	808	5.9	5.3	90	88	35.8	42.4	37.7
Dec.	699	579	754	6.0	5.2	92	89	34.0	43.1	38.1
Oct.-Dec.	2,125	1,712	2,414							
Jan.	779	690	892	6.6	6.3	93	87	36.5	40.5	37.0
Feb.	680	719	909	6.7	6.2	80	92	41.8	39.7	37.5
Mar.	823	718	915	6.9	5.9	94	97	43.5	39.2	37.5
Jan.-Mar.	2,282	2,127	2,716							
Apr.	618	736	881	5.7	5.8	85	101	44.9	37.5	37.8
May	611	734	838	5.3	6.0	90	97	46.4	36.9	37.9
June		731	806		6.0		96		36.1	37.7
Apr.-June		2,201	2,525							
July		592	764		5.1		91		36.5	38.5
Aug.		638	708		5.6		90		35.8	39.0
Sep.		599	709		5.3		89		35.7	39.9
July-Sept.		1,829	2,181							
Season		7,869	9,836						38.9	38.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounce per case.



# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 1744

ECONOMIC RESEARCH SERVICE

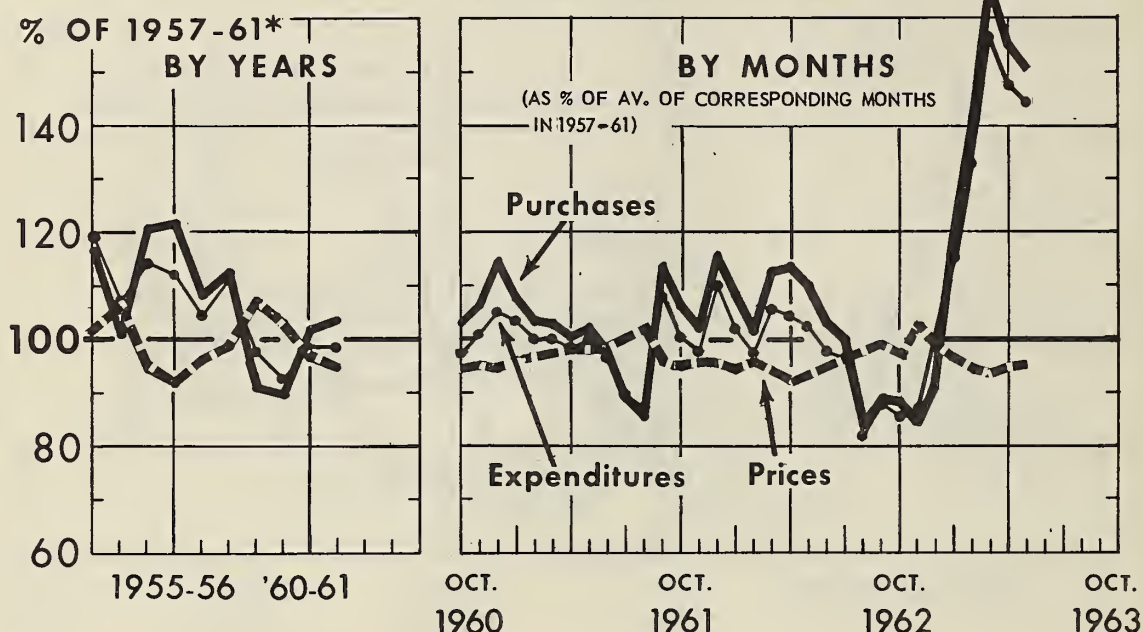
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	765	774	772	5.8	5.7	104	108	26.6	28.7	30.3
Nov.	697	647	683	5.4	5.1	103	101	27.0	29.2	30.7
Dec.	765	796	643	5.4	5.7	111	113	26.4	28.4	30.4
Oct.-Dec.	2,227	2,217	2,098							
Jan.	726	876	755	5.8	6.3	98	110	29.6	27.8	30.1
Feb.	674	823	715	5.7	5.9	93	111	33.5	27.8	30.4
Mar.	728	841	738	5.9	5.9	98	114	35.3	27.9	30.1
Jan.-Mar.	2,128	2,540	2,208							
Apr.	668	740	793	5.2	5.4	100	109	35.7	27.5	29.1
May	621	708	781	5.0	4.8	98	118	36.5	27.3	28.9
June		790	714		5.6		111		26.9	29.2
Apr.-June		2,238	2,288							
July		685	632		4.9		111		27.3	30.3
Aug.		764	683		5.3		114		26.7	29.9
Sep.		712	663		5.2		108		26.9	30.3
July-Sept.		2,161	1,978							
Season		9,156	8,572						27.7	30.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 1745

ECONOMIC RESEARCH SERVICE

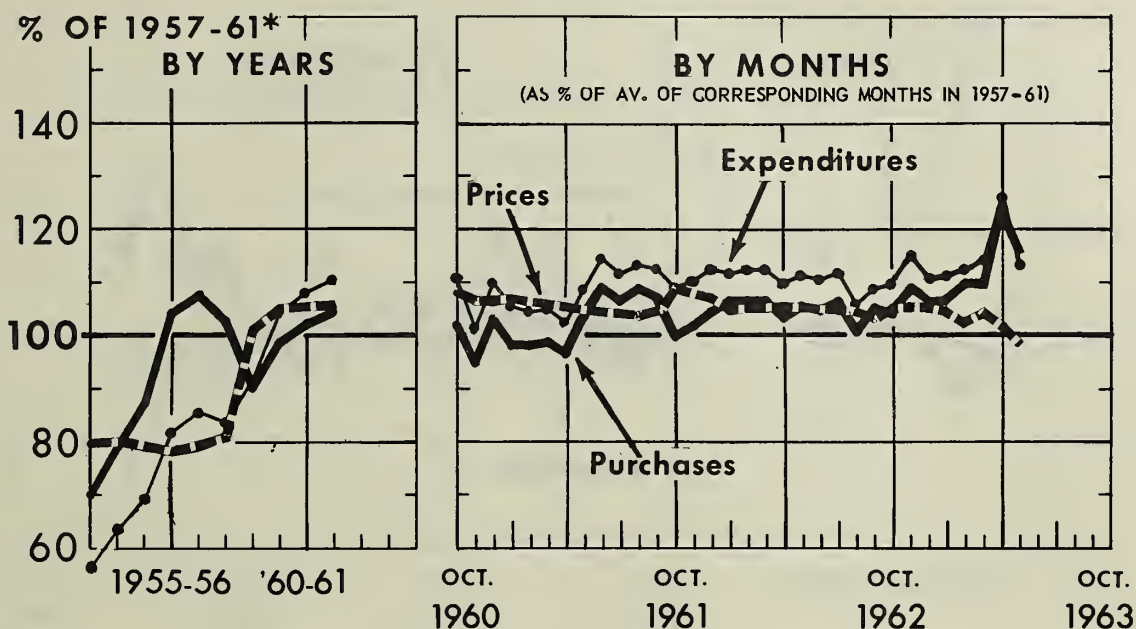
Table 5.--CANNED SINGLE-STRENGTH PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
	1962-1963	1961-1962	Average 1957-61	families buying	1961-1962	buying family	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,038	1,251	1,178	8.3	9.0	98	111	28.3	27.6	29.2
Nov.	950	1,158	1,135	7.9	9.5	94	98	30.0	27.9	29.2
Dec.	1,015	1,275	1,106	8.1	10.1	99	101	29.5	28.3	29.7
Oct.-Dec.	3,003	3,684	3,419							
Jan.	1,385	1,262	1,165	10.9	10.1	100	100	28.6	27.7	29.5
Feb.	1,635	1,182	1,164	11.8	10.2	109	92	28.1	28.4	29.7
Mar.	1,929	1,301	1,156	13.0	10.2	117	102	28.0	28.0	29.8
Jan.-Mar.	4,949	3,745	3,485							
Apr.	1,721	1,257	1,108	11.6	10.1	116	98	28.4	27.4	29.8
May	1,689	1,234	1,123	11.5	9.7	115	101	28.1	27.3	29.4
June		1,092	1,061		8.6		101		28.0	29.6
Apr.-June		3,583	3,292							
July		1,020	1,023		8.0		101		28.9	30.0
Aug.		875	1,042		7.5		92		28.8	29.6
Sep.		957	1,079		7.6		99		28.8	29.1
July-Sept.		2,852	3,144							
Season		13,864	13,340						28.0	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# PRUNE JUICE

## Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 1746

ECONOMIC RESEARCH SERVICE

Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

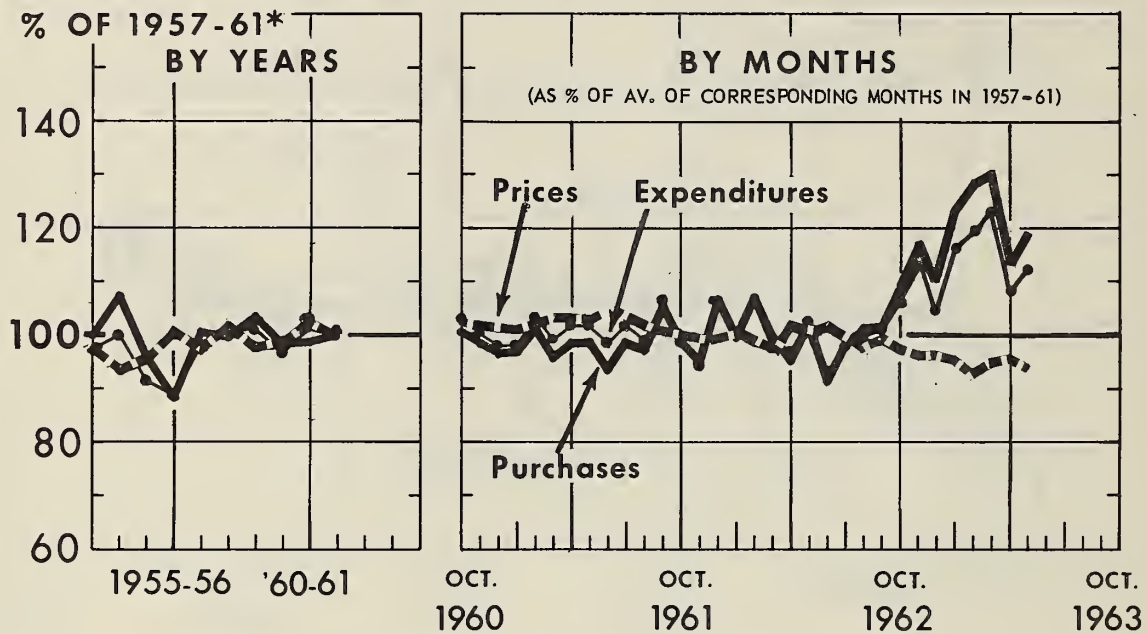
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	660	634	632	6.9	6.5	76	78	42.1	43.5	39.9
Nov.	652	611	598	6.9	6.3	75	78	42.5	43.8	40.5
Dec.	636	628	599	6.3	6.7	80	75	42.8	43.9	40.8
Oct.-Dec.	1,948	1,873	1,829							
Jan.	693	697	652	7.1	7.0	77	80	42.7	42.9	40.9
Feb.	716	699	653	7.7	7.6	74	73	42.4	43.6	41.4
Mar.	719	700	654	7.8	7.5	73	74	43.2	43.7	41.5
Jan.-Mar.	2,128	2,096	1,959							
Apr.	749	625	602	8.1	7.0	73	70	42.3	44.2	41.7
May	700	643	607	7.4	6.7	74	76	41.2	44.1	41.8
June		631	600		6.5		76		43.9	41.7
Apr.-June		1,899	1,809							
July		610	571		6.2		78		43.8	41.7
Aug.		576	569		6.1		75		43.6	41.6
Sep.		636	602		6.4		79		43.1	41.7
July-Sept.		1,822	1,742							
Season		7,690	7,339						43.7	41.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# TOMATO JUICE

## Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 7

NEG. ERS 1747

ECONOMIC RESEARCH SERVICE

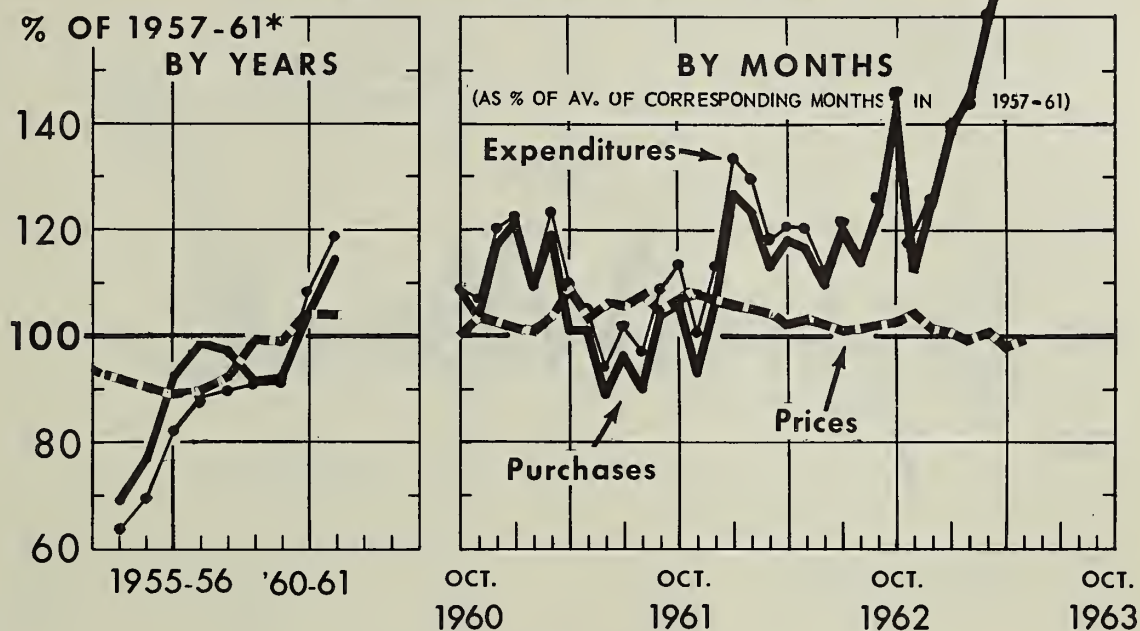
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,973	1,780	1,800	15.8	14.8	99	97	26.4	27.1	27.1
Nov.	2,174	1,766	1,854	16.5	15.4	104	92	26.3	27.3	27.4
Dec.	1,795	1,744	1,632	15.1	15.3	94	92	26.9	28.0	28.1
Oct.-Dec.	5,942	5,290	5,286							
Jan.	2,379	1,926	1,926	19.0	16.7	98	92	26.5	28.3	28.1
Feb.	2,482	2,072	1,931	18.8	17.2	104	96	26.0	27.8	28.1
Mar.	2,501	1,930	1,930	18.7	16.5	105	94	26.3	27.0	27.6
Jan.-Mar.	7,362	5,928	5,787							
Apr.	2,129	1,797	1,879	17.2	15.4	97	92	26.6	28.2	27.7
May	2,139	1,832	1,791	17.1	15.4	98	94	26.0	27.8	27.6
June		1,561	1,700		13.9		89		28.5	28.0
Apr.-June		5,190	5,370							
July		1,509	1,530		13.6		88		28.2	28.3
Aug.		1,525	1,501		13.2		91		27.5	27.9
Sep.		1,621	1,588		13.6		95		27.3	27.5
July-Sept.		4,655	4,619							
Season		21,063	21,062						27.7	27.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 8

NEG. ERS 1748

ECONOMIC RESEARCH SERVICE

Table 8.--CANNED SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

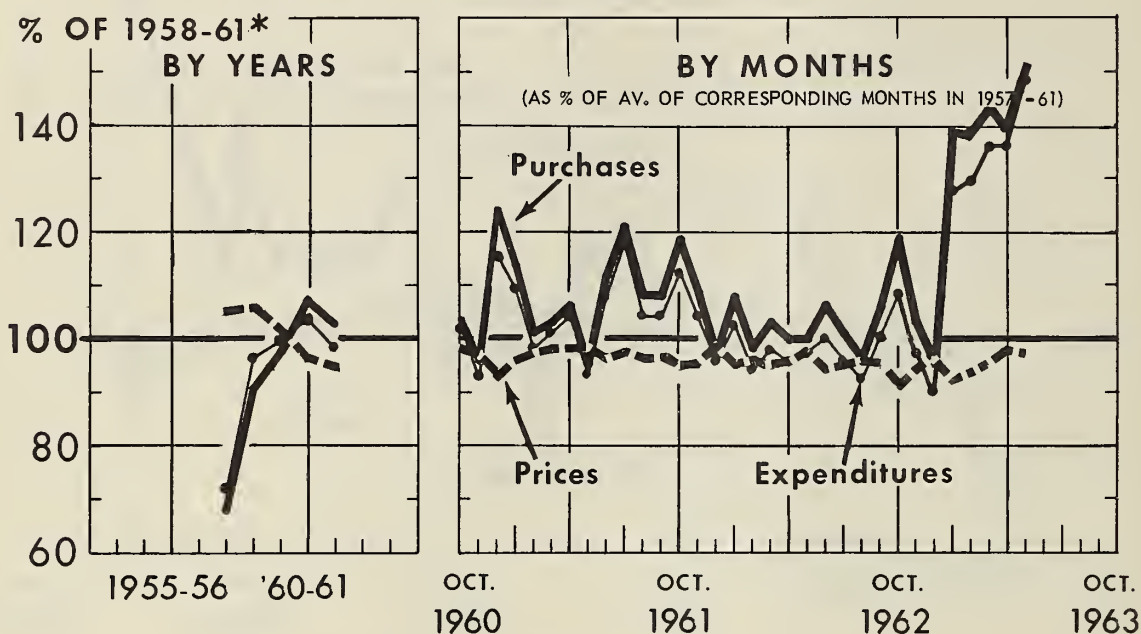
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	613	458	432	3.9	3.3	125	110	30.7	32.0	29.9
Nov.	484	400	429	3.3	2.8	117	113	31.5	32.7	30.3
Dec.	496	423	398	3.2	3.0	120	113	31.2	32.8	30.8
Oct.-Dec.	1,593	1,281	1,259							
Jan.	723	656	518	4.6	4.5	125	115	30.8	32.3	30.6
Feb.	685	579	470	4.3	3.9	125	118	31.0	32.9	31.3
Mar.	753	534	472	5.1	3.7	117	116	31.3	32.4	31.1
Jan.-Mar.	2,143	1,769	1,460							
Apr.	975	670	568	6.5	4.7	118	114	30.0	31.2	30.5
May	923	650	558	6.4	4.6	112	113	30.3	31.3	30.4
June		650	592		4.6		112		30.4	29.7
Apr.-June		1,970	1,718							
July		741	619		5.2		113		30.1	29.7
Aug.		616	541		4.5		108		30.0	29.6
Sep.		579	471		3.9		118		31.0	30.3
July-Sept.		1,936	1,631							
Season		6,956	6,068						31.5	30.3

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



# CANNED S/S PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 9

NEG. ERS 1749

ECONOMIC RESEARCH SERVICE

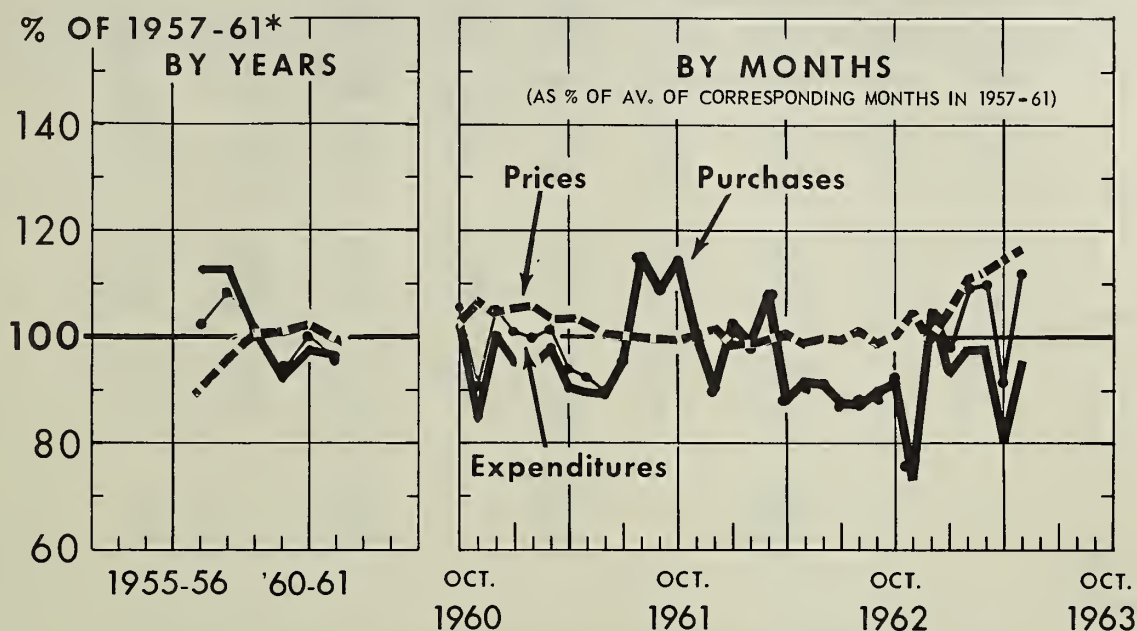
Table 9.--CANNED SINGLE STRENGTH PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1961-1962	Average 1958-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1958-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,159	1,156	976	7.5	7.9	122	117	26.5	27.5	29.0
Nov.	923	970	892	6.5	7.2	112	109	27.7	28.0	29.3
Dec.	855	875	900	5.9	6.3	115	112	27.5	28.3	28.8
Oct.-Dec.	2,937	3,001	2,768							
Jan.	1,589	1,233	1,145	9.7	7.8	129	126	26.3	27.2	28.6
Feb.	1,740	1,238	1,259	10.5	8.2	130	120	26.6	27.1	28.3
Mar.	1,746	1,255	1,218	11.0	7.7	125	129	26.9	26.8	28.2
Jan.-Mar.	5,075	3,726	3,622							
Apr.	1,606	1,153	1,154	9.7	7.5	130	122	27.7	27.0	28.2
May	1,701	1,120	1,120	10.5	7.4	128	120	27.6	27.5	28.2
June		1,249	1,176		7.6		130		26.4	28.0
Apr.-June		3,522	3,450							
July		1,253	1,240		8.0		124		26.4	27.8
Aug.		1,067	1,108		6.8		124		26.9	28.0
Sep.		1,077	1,017		6.9		123		27.0	28.4
July-Sept.		3,397	3,365							
Season		13,646	13,205						27.1	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases, Expenditures and Prices Paid



\*CROP YEARS BEGINNING OCTOBER.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 10

NEG. ERS 1750

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	285	357	311	4.5	5.3	55	60	20.1	19.8	20.0
Nov.	182	251	249	3.3	3.7	49	61	21.2	20.2	20.3
Dec.	201	174	192	3.3	3.2	54	49	20.3	20.8	20.5
Oct.-Dec.	668	782	752							
Jan.	228	252	245	3.8	4.0	52	56	21.3	19.9	20.2
Feb.	223	237	239	3.8	3.7	53	56	22.5	20.0	20.2
Mar.	219	244	225	3.9	3.7	48	58	22.9	20.3	20.4
Jan.-Mar.	670	733	709							
Apr.	182	201	227	3.4	3.5	47	50	23.3	20.4	20.3
May	223	214	233	3.9	3.6	49	53	23.8	20.2	20.4
June		233	255		3.6		58		20.5	20.5
Apr.-June		648	715							
July		232	264		3.7		55		20.6	20.7
Aug.		221	253		3.5		56		20.7	20.4
Sep.		256	284		3.8		60		20.1	20.4
July-Sept.		709	801							
Season		2,872	2,977						20.3	20.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.



Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962-1963	1961-1962	Average 1957-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1957-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,380	1,542	1,498	15.9	17.3	68	72	35.8	36.9	---
Nov.	1,411	1,416	1,416	17.1	16.9	65	67	35.3	36.8	---
Dec.	1,437	1,416	1,417	17.0	17.2	67	66	35.2	36.8	---
Oct.-Dec.	4,228	4,374	4,331							
Jan.	1,576	1,505	1,540	17.9	17.5	69	68	35.9	36.7	---
Feb.	1,750	1,479	1,569	19.6	18.0	70	66	36.9	36.1	---
Mar.	1,812	1,465	1,622	19.8	17.5	72	67	37.4	36.1	---
Jan.-Mar.	5,138	4,449	4,731							
Apr.	1,755	1,511	1,611	19.7	17.5	70	68	37.4	36.1	---
May	1,682	1,594	1,678	19.7	18.8	67	67	37.7	34.6	---
June		1,544	1,573		18.6		66		35.1	---
Apr.-June		4,649	4,862							
July		1,480	1,494		17.8		66		35.0	---
Aug.		1,477	1,390		17.6		66		34.6	---
Sep.		1,357	1,355		16.6		65		34.7	---
July-Sept.		4,314	4,239							
Season		17,786	18,163						35.8	---

1/ All canned juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons 1/

Period 2/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962-1963	1961-1962	Average 1959-61	1962-1963	1961-1962	1962-1963	1961-1962	1962-1963	1961-1962	Average 1959-61
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,532	1,487	1,449	10.9	10.9	111	109	33.9	34.0	34.7
Nov.	1,498	1,366	1,322	11.0	11.0	108	100	34.2	35.1	35.2
Dec.	1,508	1,404	1,326	11.2	10.9	106	103	34.4	35.1	35.1
Oct.-Dec.	4,538	4,257	4,097							
Jan.	1,864	1,634	1,467	13.0	12.5	113	104	33.7	34.6	34.9
Feb.	2,169	1,688	1,571	14.5	12.3	118	109	34.3	34.8	34.8
Mar.	2,204	1,812	1,609	15.0	12.1	115	119	34.0	34.6	34.8
Jan.-Mar.	6,237	5,134	4,647							
Apr.	2,494	1,885	1,764	16.8	13.7	116	109	33.3	34.5	34.6
May	2,545	2,230	2,031	16.6	14.9	120	119	33.5	33.9	33.9
June		2,124	2,166		14.6		115		33.7	33.8
Apr.-June		6,239	5,961							
July		2,060	2,021		14.5		112		33.2	33.4
Aug.		1,823	1,821		13.0		111		33.4	33.7
Sep.		1,727	1,709		11.9		114		33.8	33.9
July-Sept.		5,610	5,551							
Season		21,240	20,256						34.2	34.3

1/ All fruit drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962- 1963	1961- 1962	Average 1957-61	1962- 1963	1961- 1962	1962- 1963	1961- 1962	1962- 1963	1961- 1962	Average 1957-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,565	6,540	6,732	40.7	40.5	127	130	33.2	34.5	---
Nov.	6,561	6,172	6,495	42.1	40.5	123	122	33.3	34.7	---
Dec.	6,347	6,438	6,152	41.2	41.5	122	124	33.4	34.8	---
Oct.-Dec.	19,473	19,150	19,379							
Jan.	7,538	6,956	6,931	45.5	47.8	130	116	33.4	34.5	---
Feb.	7,937	6,974	6,940	47.1	44.3	133	126	34.0	34.4	---
Mar.	8,512	6,955	7,015	47.9	43.3	140	128	34.5	34.1	---
Jan.-Mar.	23,987	20,885	20,886							
Apr.	7,640	6,666	6,875	45.7	42.3	131	125	35.1	34.1	---
May	7,442	6,745	6,817	44.9	42.6	130	126	34.8	33.6	---
June		6,349	6,454		41.8		120		34.1	---
Apr.-June		19,760	20,146							
July		5,896	6,013		39.5		118		34.4	---
Aug.		5,855	5,892		38.4		121		33.7	---
Sep.		5,882	5,995		38.4		121		33.8	---
July-Sept.		17,633	17,900							
Season		77,428	78,311						34.2	---

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

Table 14.--TOTAL CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1961 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchase per		Prices paid per		
				families buying		buying family		46-ounce can		
	1962- 1963	1961- 1962	Average 1959-61	1962- 1963	1961- 1962	1962- 1963	1961- 1962	1962- 1963	1961- 1962	Average 1959-61
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	3,304	3,101	2,858	18.9	18.7	138	133	30.7	31.3	32.0
Nov.	2,905	2,736	2,577	17.5	18.2	131	121	31.7	32.2	32.8
Dec.	2,859	2,702	2,635	17.4	17.6	130	123	31.8	32.5	32.3
Oct.-Dec.	9,068	8,539	8,070							
Jan.	4,176	3,523	3,235	22.2	21.4	148	131	30.4	31.6	31.8
Feb.	4,594	3,505	3,362	23.9	20.5	151	136	30.9	31.8	31.9
Mar.	4,703	3,601	3,408	25.5	20.0	145	143	30.9	31.6	31.7
Jan.-Mar.	13,473	10,629	10,005							
Apr.	5,075	3,708	3,558	26.4	21.3	151	138	30.9	31.6	31.7
May	5,169	4,000	3,758	26.5	22.3	153	142	31.0	31.7	31.7
June		4,023	4,027		22.5		142		30.9	31.3
Apr.-June		11,731	11,343							
July		4,054	4,007		22.6		142		30.5	30.8
Aug.		3,506	3,486		20.0		139		30.8	31.1
Sep.		3,383	3,233		19.1		140		31.2	31.5
July-Sept.		10,943	10,726							
Season		41,842	40,144						31.4	31.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.



Table 15.--REFRIGERATED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Orange and Grapefruit Sections				Grapefruit Sections			
	Total	Proportion	Purchases	Prices	Total	Proportion	Purchases	Prices
	Purchases	of families	per buying	paid per	Purchases	of families	per buying	paid per
		buying	family	32-oz.		buying	family	26-oz.
				jar				jar
	1,000				1,000			
	Gallons	Percent	Ounces	Cents	Gallons	Percent	Ounces	Cents
Oct.	156	1.0	38.4	63.6	14	0.1	36.3	55.5
Nov.	182	0.9	46.9	60.0	15	0.1	33.9	57.5
Dec.	142	0.8	43.0	63.1	3/	---	---	---
Oct.-Dec.	480				29			
Jan.	151	0.8	47.5	66.2	9	0.1	41.8	61.3
Feb.	151	0.8	43.4	69.1	31	0.2	43.0	58.1
Mar.	173	0.9	43.7	71.9	18	0.1	38.2	64.3
Jan.-Mar.	475				58			
Apr.	156	0.8	47.7	74.1	3/	---	---	---
May	147	0.8	45.9	77.3	3/	---	---	---
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								
Other Citrus Salads					Total Salads and Sections			
Total	Proportion	Purchases	Prices	Total	Proportion	Purchases		
Purchases	of families	per buying	paid per	Purchases	of families	per buying		
	buying	family	32-oz.		buying	family		
			jar					
	1,000			1,000				
	Gallons	Percent	Ounces	Gallons	Percent	Ounces		
Oct.	141	0.8	40.1	61.9	311	1.8	42.1	
Nov.	197	1.1	41.5	62.4	394	2.0	47.0	
Dec.	175	1.0	40.6	61.5	317	1.7	45.2	
Oct.-Dec.	513				1,022			
Jan.	135	0.9	34.6	62.5	295	1.7	42.4	
Feb.	116	0.7	37.5	71.4	298	1.6	45.4	
Mar.	95	0.6	36.9	72.4	286	1.6	42.5	
Jan.-Mar.	346				879			
Apr.	125	0.8	36.2	75.7	281	1.4	47.2	
May	103	0.7	36.1	75.0	250	1.4	43.2	
Jun.								
Apr.-Jun.								
Jul.								
Aug.								
Sep.								
Jul.-Sep.								
Season								

1/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying refrigerated salads and sections, these estimates particularly should be used with caution.

2/ Data are for 4-week (28-day) periods to facilitate comparisons.

3/ Too few buyers to permit analysis.

Table 16.-- FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000	1,000	1,000	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	22,954	28,570	15.3	25.5	18.4	21.7	62.4	52.6	44.2
Nov.	24,791	33,469	42,982	27.9	33.7	19.5	23.0	48.6	45.2	37.5
Dec.	42,444	48,925	57,708	41.5	44.4	22.4	27.4	49.4	43.4	37.9
Oct.-Dec.	80,123	105,348	129,260							
Jan.	27,332	48,506	51,049	31.8	43.0	18.8	27.5	67.3	45.9	39.9
Feb.	25,296	48,592	53,450	29.5	43.4	18.7	26.2	72.9	49.6	40.9
Mar.	20,699	42,941	50,259	25.6	40.6	17.7	25.6	74.6	51.8	43.0
Jan.-Mar.	73,327	140,039	154,758							
Apr.	18,016	35,817	48,090	22.5	36.7	17.5	22.4	77.4	53.7	44.8
May	16,790	29,927	43,252	20.8	31.8	17.6	22.8	75.3	51.3	47.4
June		21,441	31,128		23.9		20.9		54.2	47.8
Apr.-June		87,185	122,470							
July		14,214	26,665		14.8		22.0		54.6	45.4
Aug.		11,182	23,266		12.1		21.7		56.5	45.2
Sep.		12,916	22,788		13.6		21.6		54.1	46.2
July-Sept.		38,312	72,719							
Season		370,884	479,207						50.0	42.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 17.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1962 to date with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per Dozen		
	1962-1963	1959-1960	Average 1954-56	1962-1963	1959-1960	1962-1963	1959-1960	1962-1963	1959-1960	Average 1954-56
	1,000	1,000	1,000	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	5,796	7,632	5,288	17.1	22.1	7.4	8.0	96.5	93.0	96.8
Nov.	10,570	10,234	10,141	24.7	25.6	9.4	9.2	87.4	86.1	82.4
Dec.	11,349	11,023	11,968	23.7	25.1	10.5	10.6	88.4	83.4	78.5
Oct.-Dec.	27,715	28,889	27,397							
Jan.	9,217	13,533	13,633	21.2	28.9	9.5	11.0	106.2	83.9	77.4
Feb.	10,191	14,486	15,882	22.6	29.5	9.9	12.0	106.8	82.6	74.3
Mar.	9,963	14,106	15,092	21.8	29.1	10.0	11.8	108.6	85.2	77.7
Jan.-Mar.	29,371	42,125	44,607							
Apr.	8,933	11,086	13,100	19.4	23.8	10.0	11.0	115.6	94.1	82.1
May	5,946	6,769	9,571	15.0	18.2	8.6	9.1	133.2	107.3	91.5
June		3,422	5,334		10.8		7.6		116.3	99.9
Apr.-June		21,277	28,005							
July		1,669	2,671		5.4		7.0		119.4	105.9
Aug.		1,221	1,514		3.7		7.4		126.8	111.4
Sep.		1,156	1,691		3.7		7.2		129.7	112.7
July-Sept.		4,046	5,876							
Season		96,337	105,885						90.5	83.0

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 18.--Prices paid by consumers per 6-ounce serving of juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concentrated:			Chilled:			Canned single-strength fruit drinks:						Average:		
	juices:			juices:			Orange:			Pine-apple:			all fruit:		
	Orange	Miscellaneous	Average	Orange	Miscellaneous	Average	Orange	Pine-apple	Miscellaneous	Orange	Pine-apple	Miscellaneous	Orange	Pine-apple	Average
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
<u>1961-62</u>															
October	5.0	4.8	7.5	5.7	3.7	3.6	8.2	3.5	4.8	4.5	4.2	3.6	4.4	4.1	4.7
November	5.0	4.8	7.6	5.5	3.8	3.6	8.2	3.6	4.8	4.5	4.3	3.6	4.6	4.2	4.8
December	5.0	4.8	7.7	5.6	3.7	3.6	8.2	3.6	4.8	4.5	4.3	3.7	4.6	4.2	4.8
January	4.8	4.6	7.4	5.3	3.6	3.6	8.0	3.7	4.8	4.5	4.2	3.6	4.5	4.1	4.6
February	4.5	4.7	7.2	5.2	3.6	3.7	8.2	3.6	4.7	4.5	4.3	3.5	4.5	4.2	4.6
March	4.4	4.6	7.3	5.1	3.6	3.5	8.2	3.5	4.7	4.4	4.2	3.5	4.5	4.1	4.5
April	4.1	4.6	7.1	4.9	3.6	3.7	8.3	3.7	4.7	4.4	4.1	3.5	4.5	4.1	4.4
May	4.1	4.6	6.6	4.8	3.6	3.6	8.3	3.6	4.5	4.4	4.1	3.6	4.4	4.1	4.3
June	4.1	4.5	6.4	4.7	3.5	3.6	8.2	3.7	4.6	4.4	4.0	3.4	4.4	4.0	4.3
July	4.1	4.4	6.6	4.8	3.6	3.8	8.2	3.7	4.6	4.5	3.9	3.4	4.3	4.0	4.3
August	4.1	4.6	6.8	4.7	3.5	3.8	8.2	3.6	4.5	4.4	3.9	3.5	4.4	4.0	4.3
September	4.0	4.6	6.8	4.7	3.5	3.8	8.1	3.6	4.5	4.4	4.0	3.5	4.4	4.1	4.3
Season	4.4	4.6	7.1	5.1	3.6	3.7	8.2	3.6	4.7	4.5	4.1	3.5	4.5	4.1	4.5
<u>1962-63</u>															
October	4.0	4.6	7.0	4.6	3.5	3.7	7.9	3.4	4.7	4.3	4.0	3.5	4.4	4.0	4.3
November	4.0	4.6	6.8	4.7	3.5	3.9	8.0	3.4	4.6	4.3	4.1	3.6	4.5	4.1	4.3
December	3.9	4.5	6.8	4.4	3.4	3.8	8.0	3.5	4.6	4.4	4.1	3.6	4.5	4.2	4.3
January	5.3	4.6	7.5	4.8	3.9	3.7	8.0	3.5	4.7	4.4	4.0	3.4	4.4	4.0	4.7
February	5.6	4.8	7.8	5.4	4.4	3.7	8.0	3.4	4.8	4.4	4.0	3.5	4.5	4.0	4.9
March	5.8	4.8	8.0	5.7	4.6	3.7	8.1	3.4	4.9	4.5	4.1	3.5	4.4	4.0	4.9
April	6.4	4.8	8.3	5.9*	4.7	3.7	7.9	3.5	4.9	4.6	3.9	3.6	4.3	4.0	5.0
May	6.9	4.9	8.4	6.1	4.8	3.7	7.7	3.4	4.9	4.5	4.0	3.6	4.4	4.0	5.1
June															
July															
August															
September															
Season															

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

\* Revised



Table 19.--Consumer expenditures for juices and canned single-strength fruit drinks, October 1961 to date 1/

Month and Year 2/	Frozen concen- trated juices			Chilled			Canned single-strength juices						Canned single-strength fruit drinks						All juices & fruit drinks	
	Orange	Miscel- aneous	1,000 dollars	Orange juice	Grape- fruit	Pine- apple	Prune	Tomato	Miscel- aneous	Total	Orange	Pine- apple grape- fruit	Miscel- aneous	Total	Orange	Miscel- aneous	Total			
1961-62	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000		
October	24,555	2,781	4,024	2,289	2,086	3,243	3,723	4,530	5,344	21,215	1,376	2,985	4,748	9,109	1,376	2,985	4,748	9,109	61,684	
November	23,020	2,590	3,995	2,286	1,774	3,034	3,613	4,528	4,894	20,129	1,228	2,551	4,503	8,282	1,228	2,551	4,503	8,282	58,016	
December	24,317	2,606	3,943	2,344	2,123	3,389	3,722	4,586	4,894	21,058	1,303	2,326	4,628	8,257	1,303	2,326	4,628	8,257	60,181	
January	26,687	3,055	3,923	2,624	2,287	3,283	4,037	5,119	5,187	22,537	1,990	3,150	5,310	10,450	1,990	3,150	5,310	10,450	66,652	
February	25,275	2,741	4,189	2,681	2,149	3,153	4,114	5,410	5,014	22,521	1,789	3,151	5,517	10,457	1,789	3,151	5,517	10,457	65,183	
March	24,450	3,160	3,897	2,643	2,204	3,421	4,130	4,894	4,967	22,259	1,625	3,159	5,888	10,672	1,625	3,159	5,888	10,672	64,438	
April	22,262	2,908	3,828	2,592	1,911	3,235	3,729	4,759	5,123	21,349	1,963	2,924	6,107	10,994	1,963	2,924	6,107	10,994	61,341	
May	21,422	2,862	3,987	2,544	1,815	3,164	3,828	4,783	5,180	21,314	1,911	2,893	7,100	11,904	1,911	2,893	7,100	11,904	61,489	
June	20,085	2,788	3,882	2,478	1,996	2,871	3,740	4,178	5,090	20,353	1,856	3,097	6,722	11,675	1,856	3,097	6,722	11,675	58,783	
July	19,393	2,915	3,796	2,030	1,756	2,768	3,607	3,996	4,865	19,022	2,095	3,107	6,423	11,625	2,095	3,107	6,423	11,625	56,751	
August	20,342	2,403	3,487	2,145	1,916	2,367	3,390	3,938	4,799	18,555	1,736	2,696	5,718	10,150	1,736	2,696	5,718	10,150	54,937	
September	22,398	2,753	3,674	2,008	1,799	2,588	3,701	4,156	4,422	18,674	1,686	2,731	5,482	9,899	1,686	2,731	5,482	9,899	57,398	
Season	274,206	33,562	46,625	28,664	23,816	36,516	45,334	54,877	59,779	248,986	20,558	34,770	68,146	123,474	20,558	34,770	68,146	123,474	726,853	
1962-63																				
October	22,790	2,621	4,228	2,497	1,911	2,759	3,751	4,891	4,640	20,449	1,767	2,885	4,877	9,529	1,767	2,885	4,877	9,529	59,617	
November	22,621	2,496	4,093	2,276	1,767	2,676	3,741	5,370	4,678	20,508	1,432	2,401	4,811	8,644	1,432	2,401	4,811	8,644	58,362	
December	24,165	2,581	4,359	2,232	1,897	2,812	3,675	4,535	4,750	19,901	1,453	2,208	4,872	8,533	1,453	2,208	4,872	8,533	59,539	
January	23,020	3,987	4,591	2,670	2,018	3,720	3,955	5,921	5,313	23,637	2,091	3,925	5,899	11,915	2,091	3,925	5,899	11,915	67,150	
February	24,024	4,386	4,905	2,669	2,120	4,315	4,998	6,060	6,064	25,326	1,994	4,347	6,987	13,328	1,994	4,347	6,987	13,328	71,969	
March	24,029	4,507	5,083	3,362	2,413	5,072	4,193	6,177	6,364	27,581	2,213	4,411	7,037	13,661	2,213	4,411	7,037	13,661	74,861	
April	20,596	4,755	4,507	2,606	2,240	4,590	4,277	5,318	6,164	25,195	2,747	4,178	7,799	14,724	2,747	4,178	7,799	14,724	69,777	
May	19,905	4,999	4,298	2,662	2,129	4,457	3,893	5,223	5,955	24,319	2,626	4,409	8,007	15,042	2,626	4,409	8,007	15,042	68,563	
June																				
July																				
August																				
September																				
Season																				

1/ Based on prices paid per specified size of container: frozen concentrated juices, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ Data are for 4-week (28 day) periods to facilitate comparisons.

Table 20.--Buying family expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date with comparisons 1/

Year and month 2/	Frozen :			Canned single-strength juices			Canned single-strength fruit drinks			Fresh :			Canned :				
	concentrated orange juice	Chilled orange juice	Orange juice	Grapefruit	Pineapple	Prune	Tomato	Miscellaneous	All	Orange	Apple	Pineapple	Miscellaneous	All	Fresh oranges	Fresh grapefruit	Canned grapefruit sections
<u>1961-62 3/</u>																	
October	1.53	1.48	.83	.68	.67	1.06	.57	.58	.97	.76	.70	.81	.76	.91	.95	.62	.74
November	1.52	1.45	.81	.64	.59	1.07	.55	.54	.92	.81	.66	.76	.85	.85	.87	.66	.77
December	1.52	1.41	.83	.70	.62	1.03	.56	.53	.94	.81	.69	.79	.87	.87	.99	.74	.63
January	1.58	1.28	.77	.67	.60	1.07	.56	.55	.87	.81	.74	.78	.90	.90	1.05	.77	.69
February	1.48	1.28	.80	.67	.57	1.00	.58	.51	.94	.84	.71	.83	.94	.94	1.08	.83	.70
March	1.45	1.30	.83	.69	.62	1.01	.55	.52	.95	.81	.75	.90	.98	.98	1.11	.84	.74
April	1.34	1.22	.82	.65	.59	.97	.57	.54	.93	.77	.71	.82	.95	.95	1.00	.86	.64
May	1.33	1.16	.78	.70	.60	1.05	.57	.51	.92	.77	.71	.88	.98	.98	.97	.81	.67
June	1.30	1.14	.76	.65	.61	1.05	.55	.50	.89	.74	.75	.84	.95	.95	.94	.74	.74
July	1.30	1.12	.72	.66	.64	1.07	.54	.50	.88	.74	.71	.81	.94	.94	1.00	.70	.71
August	1.30	1.13	.70	.66	.58	1.02	.55	.50	.88	.71	.73	.81	.93	.93	1.02	.78	.72
September	1.31	1.15	.69	.63	.62	1.06	.56	.49	.89	.80	.72	.84	.95	.95	.97	.78	.75
<u>1962-63</u>																	
October	1.32	1.30	.73	.60	.61	.99	.57	.53	.92	.83	.70	.82	.92	.92	.96	.60	.69
November	1.32	1.21	.70	.60	.62	.99	.59	.50	.89	.80	.68	.80	.90	.90	.79	.68	.65
December	1.35	1.26	.68	.64	.63	1.07	.55	.51	.88	.82	.69	.80	.90	.90	.92	.77	.69
January	1.49	1.31	.74	.63	.62	1.02	.57	.54	.95	.84	.74	.83	.98	.98	1.05	.84	.70
February	1.53	1.37	.73	.68	.67	.98	.59	.56	.98	.84	.75	.88	1.02	1.02	1.14	.88	.75
March	1.55	1.45	.89	.75	.71	.98	.60	.59	1.05	.79	.73	.85	.98	.98	1.10	.90	.69
April	1.61	1.47	.83	.78	.71	.96	.56	.57	1.00	.77	.78	.84	1.01	1.01	1.13	.96	.69
May	1.66	1.41	.91	.78	.70	.95	.56	.55	.98	.74	.77	.88	1.03	1.03	1.10	.95	.73
June																	

1/ Based on prices paid per specified size of can: 6-ounce for frozen orange concentrate; 32-ounce for chilled orange and prune juices; 46-ounce for other juices and drinks; 16-ounces for canned grapefruit sections; and per dozen for fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ 1959-60 for fresh oranges and grapefruit, as not available for intervening years.

Table 21.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks and other products, May 1963 with comparisons 1/

Commodity	Total purchases			Proportion of families buying			Purchase per buying family			Average price paid		
	Volume			Share of market			Number			Average size		
	May 1963	May 1962	Change	May 1963	May 1962	Change	May 1963	May 1962	Change	May 1963	May 1962	Change
FROZEN CONCENTRATED JUICES	1,000 gals.	1,000 gals.		Pct. 21.4	Pct. 36.8		No. 2.0	No. 1.9		Ozs. 25.1	Ozs. 48.7	
Orange	3,393	6,123	-45	7.6	4.4	+65	---	---		18.3	36.3	
Miscellaneous	1,208	733	+65	29.0	41.2	-33	---	---		---	---	
Total	4,601	6,856	-33	3.8	4.3	-16	5.5	6.3		40.6	100.4	
CHILLED ORANGE JUICE	2,393	2,840	-16	3.8	4.3	-16	5.5	6.3		40.6	100.4	
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/										
Orange	611	734	-17	3.3	3.7	+22	5.3	6.0		52.4	90.4	
Grapefruit	621	708	-12	3.3	3.6	+37	5.0	4.8		62.7	97.8	
Pineapple	1,689	1,234	+37	9.0	6.2	+28	11.5	9.7		78.3	115.1	
Prune	700	643	+9	3.7	3.3	+4	7.4	6.7		42.9	74.1	
Tomato	2,139	1,832	+17	11.4	9.3	+21	15.4	15.4		65.9	98.3	
Miscellaneous	1,682	1,594	+6	9.0	8.1	+9	19.7	18.8		38.3	67.1	
Total	7,442	6,745	+10	39.7	34.2	+5.5	44.9	42.6		54.6	130.0	
CANNED SINGLE-STRENGTH FRUIT DRINKS:	923	650	+42	4.9	3.3	+1.6	6.4	4.6		79.9	112.2	
Orange	1,701	1,120	+52	9.1	5.7	+3.4	10.5	7.4		89.1	127.6	
Pineapple-grapefruit	2,545	2,230	+14	13.5	11.3	+2.2	16.6	14.9		66.2	120.4	
Miscellaneous	5,169	4,000	+29	27.5	20.3	+7.2	26.5	22.3		75.0	152.8	
Total	18,772	19,711	-5	100.0	100.0	0	---	---		---	---	
TOTAL JUICES & DRINKS 3/	223	214	+4	---	---	---	3.9	3.6		34.8	49.2	
CANNED GRAPEFRUIT SECTIONS:	1,000 gals.	1,000 gals.										
Orange & grapefruit sec.	147	---	---	---	---	---	.8	---		28.5	---	
Grapefruit sections	---	---	---	---	---	---	---	---		---	---	
Other citrus salads	103	---	---	---	---	---	.7	---		27.5	---	
Total	250	---	---	---	---	---	1.4	---		28.3	---	
FRESH CITRUS FRUIT: 4/	1,000 doz.	1,000 doz.										
Oranges	16,790	29,927	-44	---	---	---	20.8	31.8		10.0	17.6	
Grapefruit	5,946	6,769	-12	---	---	---	15.0	18.2		4.4	8.6	

1/ Data are for 4-week (28-day) periods. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates and case equivalent of chilled orange juice. 4/ Comparative data are for May 1960. \* Per 6-ounce serving.



## CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

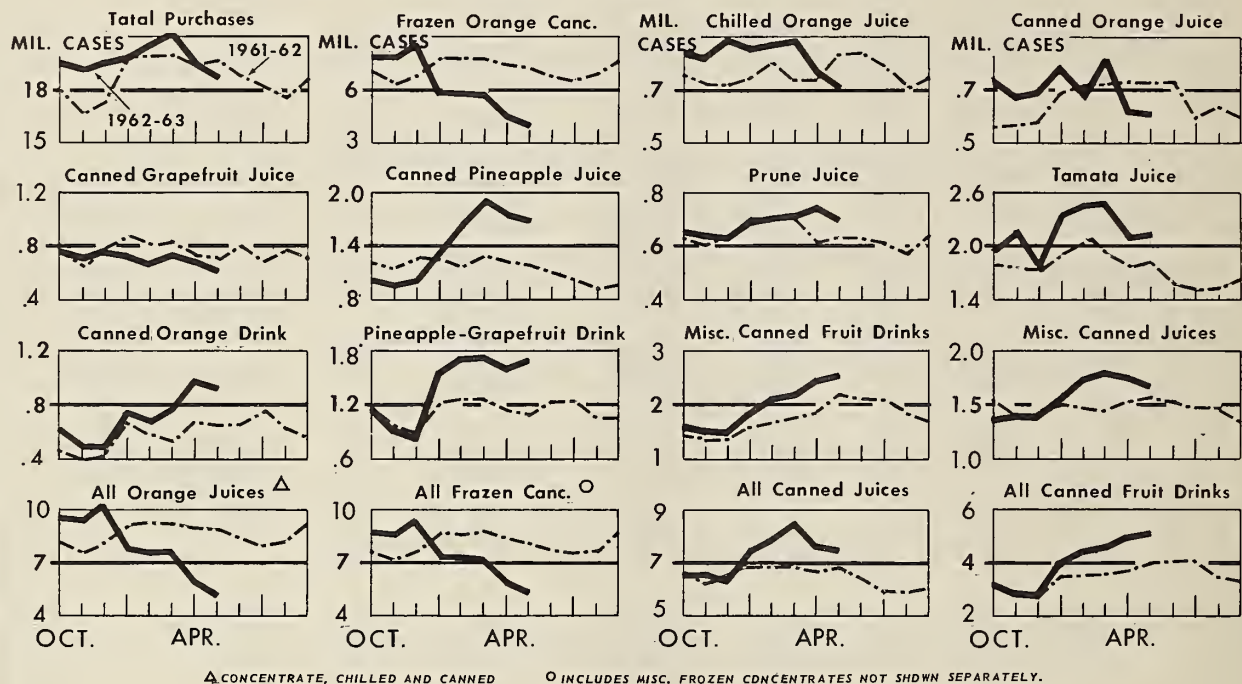


Figure 11

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

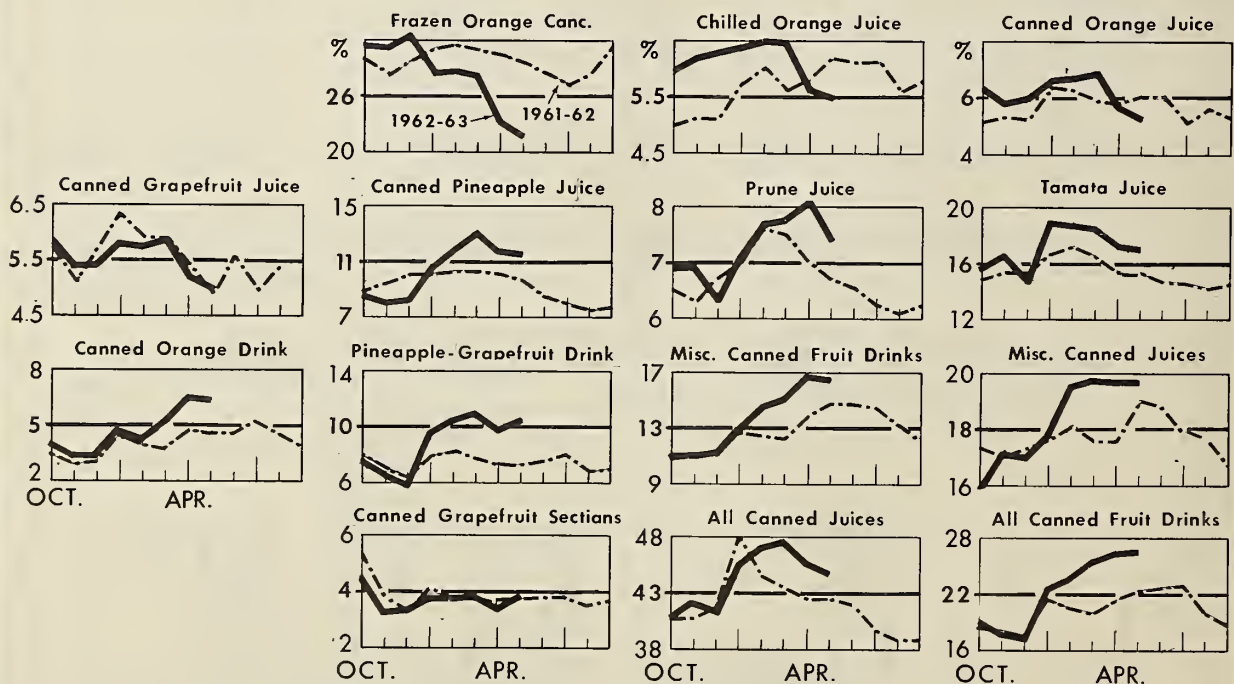


Figure 12

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 1188

ECONOMIC RESEARCH SERVICE

## SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

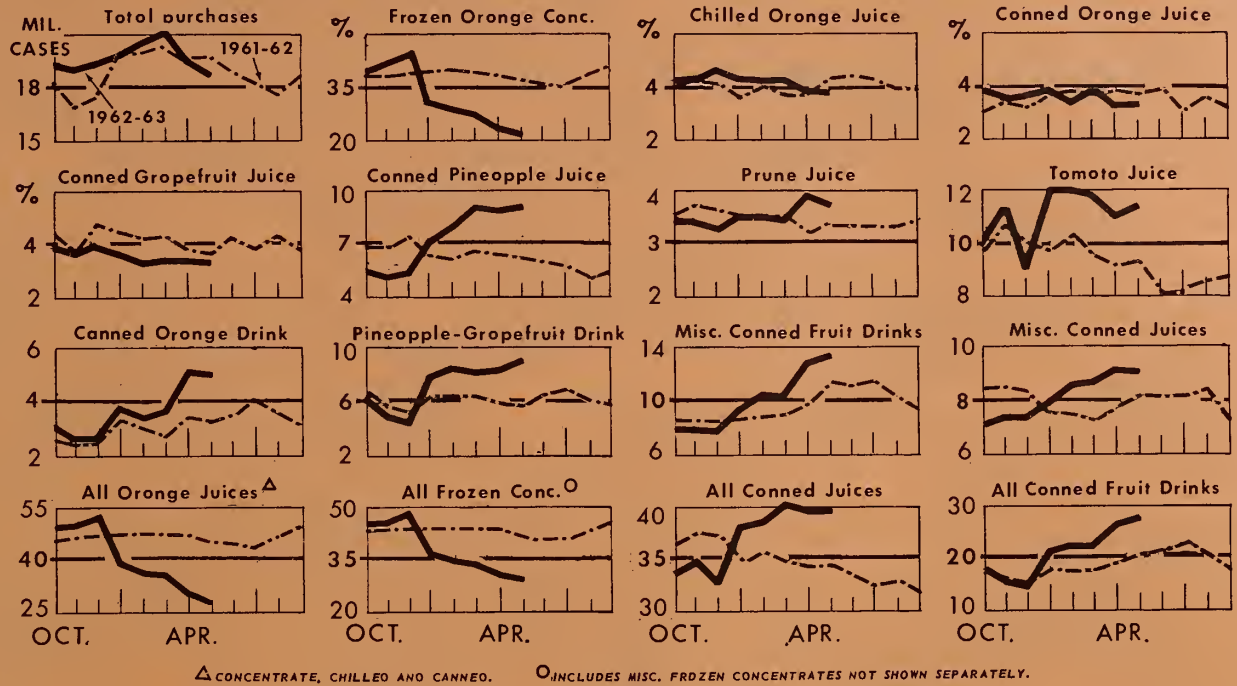


Figure 13

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

## CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

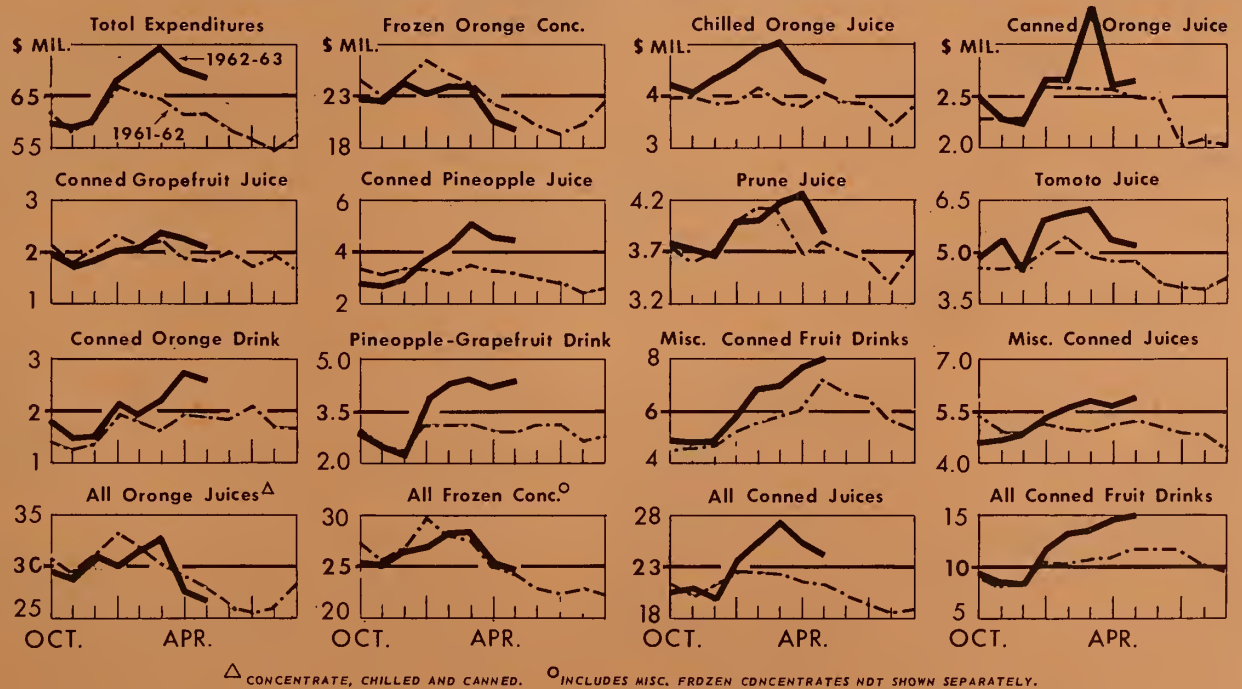


Figure 14

U. S. DEPARTMENT OF AGRICULTURE

ECONOMIC RESEARCH SERVICE

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